

OPENING DAYS

Saturday, Monday and Tuesday

We invite you to inspect this store during these days.

We believe that you will be able to spend an hour or so very pleasantly looking at the many new attractive goods.

The merchandise has been gathered together from many sources. We feel very proud of this,

OUR FALL SHOWING.

J.W. Beckwith

Established 1827

MIDDLEBURY.

VERMONT

New Fall Models in Corsets.

We have just opened our new stocks of Corsets.

Each New Model is filled with grace in lines, Quality and Honesty in construction.

THE SUCCESS OF YOUR WINTER WARDROBE is directly traced to your selection of Corsets.

All Corsets are made to conform with the latest cut in suits.

Your New Suit will fit far better if you give this fact your attention.

All good dressmakers insist that your gown be fitted over the latest corset model because they know.

Late, Long Skirt, Medium Bust Styles

R & G Corsets \$1 00 to \$2 50

Royal Worcester 1 00 to 3 00

Bonton 3 00 to 4 00

Suesine Silks.

at 47 1-2 cents per yard.

The new fall showing embraces a goodly selection of Styles for your inspection.

SUISINE SILKS makes it possible for you to have a New Waist, an Afternoon or Evening Dress at just

ONE HALF THE PRICE

of the usual dress of a like character. Yet the saving in price in no way deteriorates from the attractiveness of the dress.

May we not show you this Suesine Silk?

Dress Goods.

Full of the Nineteen hundred and ten's style and snap.

New Goods in Serge, Cheviot, Broadcloth, Diagonals, are among this season's much wanted weaves. Odd New Colorings.

Priced at 50c to \$1 50

Dress Patterns.

For those who wish individuality for their New Gown.

A goodly showing of many different dress lengths.

Prices from \$1 00 to \$2 50

Trimmings

Play a prominent part in every dress. A very little handsome trimming will do more to beautify your gown than yards of a cheaper quality.

WE HAVE MADE ARRANGEMENTS

WITH A LEADING NEW YORK

HOUSE TO SEND FOR OUR OPEN-

ING DAYS

A Showing of Beautiful Trimmings and Garnitures.

The prices will be moderate. We have secured the privilege of cutting them. This makes it possible for you to get large individual selections.

WE RESERVE THE RIGHT

OF SELLING ONLY ONE CUT FROM EACH PIECE SO THAT THERE WILL BE NO TWO DRESSES TRIMMED ALIKE.

WE WANT YOU TO SEE THESE BEAUTIFUL GOODS, WHETHER YOU CARE TO BUY OR NOT. SO ATTEND THE OPENING.

AMERICAN STYLES FOR AMERICANS

THE LADIES HOME JOURNAL PATTERNS gives this information in a clear concise way. The chart model makes it so simple that a child can use them.

Patterns 10c and 15c

OCTOBER STYLE BOOK FREE at our Pattern counter.

GROCERIES

THE PURE, FRESH, HONEST KIND that means economy. That gives satisfaction. That makes you feel that you have received full value for your money. POLITE, PROMPT Attention that gives you a guarantee of top notch service. Your telephone order will receive as prompt and careful attention as if you came to the store.

ACCURATE HONEST WEIGHTS are assured at this store because our salespeople are interested to make this a wonderful department.

A FAIR, SQUARE DEAL is assured. It has been the policy of this store for over eighty years.

ALL THIS INTERESTS EVERY HOUSEKEEPER. It also interests you who have to pay the monthly grocery bills. It means better things to eat. It spells economy. It is interesting your neighbors.

Why not try this store for yourself?

Why

We Sell



BECAUSE—Women of refined taste insist on graceful, stylish garments.

The \$50,000 spent each year is your guarantee that if your new Suit, Skirt or Coat bears a *Wooltex* label it is absolutely correct.

BECAUSE—Well-dressed women do not care to put all their money in outside show. They insist on having their garments well tailored in the very smallest particular.

BECAUSE—*Wooltex* garments keep their shape. The materials are of purest wool, the linings absolutely all silk. Silk is used in stitching every seam. In fact, from the selection of the cloths to the sewing on of the last button, the greatest care is used throughout. This cannot help but give you perfect clothing.

BECAUSE—Every garment bearing the *Wooltex* Label is guaranteed to give two full seasons' satisfactory wear.

IF YOU DID NOT RECEIVE STYLE BOOK 57 WRITE US.



DRESS MAKING SECTION

OUR SECOND WEEK OF THE NEW SEASON

Mrs. Hammond has just returned from New York where she has been getting *Style* Information for the coming fall season. To women who are particular as to the latest style ideas, who wish their clothes, whether a Waist, a Skirt, or a Dress to be made in the newest styles, we can only suggest that you talk with Mrs. Hammond. DURING OUR OPENING DAYS Mrs. Hammond will show you the new and attractive merchandise. By looking it will place you under no obligation to buy.

DRESS MAKING PRICES.

Making Skirts \$2 00 to \$5 00
Making Separate Waists 1 50 to 5 00
Making Wool Gowns 7 00 to 10 00
Making Evening Gowns 10 00 to 15 00

WE WILL SERVE DURING THE DAYS OF OUR OPENING

Chase and Sanborn's Tea and Sunshine Waters. We would invite you to come in during the Hours from Three and Six o'clock to enjoy a cup of this Unusual Tea.

OPENING DAYS

Help Us to Celebrate This Event

Whether you have any intentions of buying or not, we wish you to see this collection of fall goods.

A great deal of time, thought and money has been expended to make this an unusual store.

A place where choice goods can be gotten at moderate prices.

Come in and Enjoy a Cup of Tea.

Carpet, Rugs, Mattings.

House cleaning time creates a demand for new floor coverings.

Fall is the logical time to buy new things for the home—It is the long indoor season of the year.

Do not think you cannot afford to spend a little in brightening up the house.

A few dollars spent here will work wonders in making more cheerful your winter home life.

Look at our large up-to-date Stocks. You cannot afford to bargain before coming here

OUR SPECIAL OFFER TO HELP US CELEBRATE "OPENING WEEK"

WITH EVERY CASH PURCHASE OF \$20 OR OVER

of Carpets, Matting, Rugs, Linoleums, Oilcloths, Lace or Muslin Curtains, Portiers and Couch Covers.

WE WILL GIVE ABSOLUTELY FREE

One \$2 50

CARPET SWEEPER

THIS OFFER GOOD For One Week Only from date of this paper

Suits.

The showing in now Complete, embracing as it does Several of the Leading New York Manufacturers' products, also including the famous *Wooltex* models. Many styles, with a large range of colors, makes it possible for you to get a suit satisfactory to your requirements. Space does not permit us giving descriptions. We can name only a few prices as a guide:

Suits at \$13.75, \$15.00, \$22.50, \$25.00, \$35.00, \$38.50

Free Alterations on Suits at \$15.00 or Over.

Coats.

New coats are arriving nearly every day. From the large number of coats we have in our stock a selection can be quickly and satisfactorily made.

Coats for Misses

in attractive mixtures, at quick selling prices. \$10 00 to \$15 00

Ladies' Coats

bearing the *Wooltex* Label—a guarantee of satisfactory wear—many exclusive models. Let us show you these coats.

Caracul Coats

A very popular coat for well-dressed women. Warm, attractive, and with good-wearing qualities.

Priced from \$18 00 and up

Children's Coats.

We are expecting nearly every day, now a new showing of Children's and Infants' Coats.

Possibly by the time this paper reaches you, these coats will be on sale. The collection of these coats will certainly appeal to every mother from the view point of quality and price.

Tailored Waists.

This fall we are showing the Belle Waists and Waists from the Coen Shirt Co.

We have selected these two makes of waists, after careful consideration of a number of manufacturers' lines.

These Waists

show better quality, more care in construction, more exclusive patterns, and better styles, than we have before offered for sale. The prices start at \$1 00 and go to \$4 50

Dresses and Dress Skirts.

Full of snap, style and quality.

Skirts

in newest style models. Cloths both in plain and fancy effects. All colors.

Priced from \$4 50 to \$10 00

Dresses.

The *Wooltex* model, giving a guarantee to our customers of perfect style and superior wearing quality.

Priced from \$10 00 to \$18 50

Whether You Care to Buy or Not, we Would Like to Show You Our New Garments.

WALL PAPER

Curtains, Window Shades

Are interesting those who wish to make their home more attractive. At prices we name, a great deal may be accomplished for a very little money.

Wall Papers. Our papers are manufactured by a concern whose products are sterling in quality and exclusive in design. The Robt. Graves Co., have won many gold medals from their papers. We have papers for every room in the house and priced so that there is something left you to pay for putting them on.

WE ARE MAKING A SPECIAL OFFER: GOOD UP TO ONE WEEK FROM DATE. We will give the Border Free to everyone buying for cash enough paper for an entire room. Take Advantage of this Offer and Save Money.